

SHEAFFER'S

# Review

FEBRUARY 1960



# SHEAFFER'S

## REVIEW

Vol. 13 February No. 2

Published Monthly in Fort Madison,  
Iowa, U. S. A., for

W. A. Sheaffer Pen Company People  
Throughout the World

Member: Iowa Industrial Editors'  
Association  
International Council of  
Industrial Editors

EDITOR - - - DICK PRIEBE

### On The Cover

Our cover picture illustrates a problem which all homemakers face these days. It's brought home to them every time they do the family shopping or don their aprons to prepare a meal. The problem is inflation, which has steadily reduced the amount of foodstuffs and all other products a dollar will buy. For example, Jesse Older, Plastic Fab. surveys the dollar's shrinking purchasing power in terms of the quantity of canned goods it would buy in 1939, 1947 and today. A "little inflation" is okay if it means growth for our economy, some are telling us. But over the years, a little inflation becomes a lot.

### From the editor's notebook . . . .

**THE WELL MANAGED BUSINESS**—When is a business well managed? Different people have different views. Here's the way Cities Service answered the question in a recent booklet:

Bankers think a business is well managed when (1) earnings are regular, (2) growth is steady, (3) the cash position is good, (4) debt is well managed, (5) adequate depreciation is taken, (6) continuity of management is assured.

Customers think a business is well managed when (1) deliveries are made promptly, (2) products are up to standard, (3) statements are rendered on time, (4) salesmen call at regular intervals, (5) remedial steps are taken promptly.

Employees think a business is well managed when (1) efficient equipment is provided, (2) salary or wage scale is adequate and understood, (3) a clean, attractive work place is provided, (4) helpful and sympathetic supervision is given, (5) they are offered opportunities to think for themselves.

Suppliers think a business is well managed when (1) orders are clearly stated, (2) shipments are promptly accepted, (3) bills are paid on time and discounted, (4) rush orders are held to a minimum.

The public thinks a business is well managed when (1) facilities are attractive and orderly, (2) customers and employees enjoy extras, (3) contributions to the community exceed costs, (4) educational, church and cultural projects are supported, (5) new opportunities for local enterprise are created.

\* \* \*

**LADY SHEAFFER PENS ARE PRETTY**—The accompanying picture is one of the nicest we have seen of our Lady Sheaffer pen. And, since we have never run a product picture in this column, we think one is long overdue. It was taken in the Empire Theater in London, where our English subsidiary was participating in the world premiere of a picture called "Yesterday's Enemy." The name of the young lady signing the guest register is Jayne Mansfield. A movie star.



## Who'd Buy a \$10 Pen for \$200?

**T**HE ANSWER is plain. Fountain pens would be pretty rare if the price tag reached these proportions. Yet, if we manufactured our top quality "PFM" pens today in the same way we manufactured our first lever-fill pens almost 50 years ago, they might cost \$200, instead of \$10 to \$25.

What's the reason? Well, as several of our February retirees point out in this issue, our first pens were almost entirely made by hand. Now we use modern machines, and skilled employees can do in a wink what would take hours of hand work.

We turn out a lot more writing instruments in less time, so despite much higher wages, higher materials costs, higher taxes, etc., we're able to sell our writing instruments at a reasonable price.

Without machines to help us do our jobs, none of us could afford to buy much of anything.

\* \* \*

**DICTATORS WITHOUT PEER**—The Wall Street Journal recently cast some interesting light on the currently popular attitude that large corporations rig markets, administer prices and otherwise dictate to you and I as consumers.

The Journal pointed out some of the things that have been happening in the auto industry. "We have such a big concern as Ford dropping a multi-million dollar project (the Edsel), for all the market research and engineering skill that were invested; we have a relatively small concern, American Motors, seemingly on the way to becoming a really major factor in the industry; we have the combined weight, brains and money of autodom unable to stem the flow of imported autos. All this is quite a ways from auto makers being able to rig markets or force consumers to take what they want them to take."

As the Journal then pointed out, "When it comes to dictating, the consumer is the dictator without peer."

Sheaff'r's Review

# Eleven Employees To Retire February 29

ELEVEN hourly-rated employees will retire February 29. All company veterans, they have a combined total of 302 years of service.

They are Ed Peoples, Quality Assurance, 40 years; Helen Rump, Purchasing, 39 years; Eric Nordblad, Pen Point, 37 years; Ernest Miller, Plastic Fab, 34 years; Walt Stimpson, Tool, 34 years; Mildred Archer, Order Handling, 30 years; Marie Cross, Plastic Fab, 24 years; Ural Lewis, Plating, 18 years; Katherine Maline, Skrip, 17 years; Grace Lenmon, Cafeteria, 16 years; William Schroeder, Occupancy, 13 years.

*(More pictures on page 6)*



**HELEN RUMP**—Helen has worked in Purchasing since joining the company in 1920. She expects to take a part-time job after retirement, but has no other particular plans. She says her most interesting experience as an employee has been "my work in purchasing—something new every hour." Paid vacations, the employee insurance program, profit-sharing and a new air-conditioned plant are among the important changes in our operations Helen has observed.



**ED PEOPLES**—Ed has no special after-retirement plans, although he says he and Mrs. Peoples hope to do some traveling. Ed joined the company in September, 1919, and he has worked in Quality Assurance for the last 18 years. His assignment has been checking gages. "Improvement in methods and techniques, along with quality control at every level of production," are the most important changes in our operations Ed has noticed over the years.



**ERIC NORDBLAD**—Eric plans to "try out the old fishing holes and look for new ones." He says a trip is in the planning stage and that there is lots of work to be done around the house. The transition from hand grinding to machine grinding of pen points is the biggest change he's seen since joining the company in December, 1922. As far as the most interesting experience goes, he says "one could fill a book. But to mention one, I'd say receiving my 35-year pin."



**MILDRED ARCHER**—"Keeping my house will about keep me busy," Mildred says in regard to her future plans. She joined the company in December, 1929, and points out that everything about the company—buildings, personnel, etc.—has changed immensely since then. "Many nice things have happened to me," she says. "One 'most interesting' experience was moving into the new office building."

**ERNEST MILLER**—Ernie says that "fishing, work around the house, painting and traveling" pretty well sum up his present plans. The move to our new air-conditioned plant rates as his most interesting experience. He also points to new machinery, particularly in the molding of plastic parts, as the biggest change he's seen. He joined the company in February, 1926.



**WALT STIMPSON**—Walt has worked as a tool maker ever since joining the company in 1925. His after retirement plans are "very fluid," he says, but include a trip to the New England states and northern New York. The trend from hand work to the use of machines is the biggest change Walt has observed. "Just about everything was done by hand when I first started," he says. "Now we do it better and faster with machines."



## Special 'PFM' Promotion, Spring Ad Program Announced

A special spring promotion on "PFM" pens and the first phase of our 1960 national advertising program were principal marketing highlights outlined to salesmen last month at meetings in New York, Atlanta and San Francisco.

The "PFM" promotion is aimed at enabling retailers to follow through on the Christmas demand for quality fountain pens. It is designed so they can capitalize on sales methods which field reports have shown to be most effective.

The promotion features a point selector kit with which dealers can conveniently demonstrate the eight "PFM" point styles and allow customers to test write with them. Eight pens, each with a different point, are displayed in a jeweler's tray, and testing pads are pro-

vided for customer use.

Also included is a registration contest, in which weekly drawing for free "PFM" and Lady Sheaffer pens are made. A window banner and counter registration box are provided to advertise the contest. Both are in two colors, with illustrations of the "PFM" and Lady Sheaffer pens to allow dealer emphasis of our "his and her" gift theme. There are cards on which customers may register. The pens to be given to winners are included in the assortments with which the promotion is offered.

Retail Advertising and Merchandising Manager Greg Rouleau pointed out that our field reports show sharply increased sales where customers are

given an opportunity to write with the "PFM" pen and where top-of-the-counter and window displays are used. "The materials for this spring promotion will assist the dealer to bring customers to the counter and to have them try our new writing instruments for themselves," he said. "One of the strongest selling features, particularly for self purchasers, has been the wide point selection to suit every writing style."

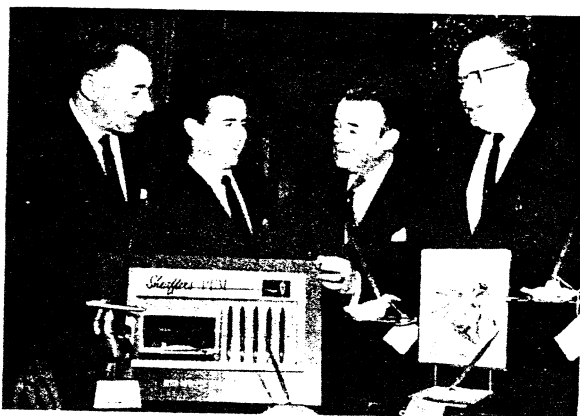
### Advertising Program

A three-pronged ad program—aimed at the men's market, the general market and the youth market—was announced at the sales meetings.

Ads on the "PFM" pen will appear in six top men's magazines—True, Sports Illustrated, Esquire, Playboy, Field and Stream and National Geographic.

Catalog type ads featuring "PFM" pens, Lady Sheaffer pens, cartridge pens and desk sets will appear in five top general magazines—Reader's Digest, Ladies' Home Journal, Sunset, New Yorker and Ebony.

The youth market campaign will feature cartridge pen ads in Scholastic Magazines, Young Catholic Messenger, American Girl and Boy's Life.



SHOWN at the Eastern Regional sales meeting are (left to right) salesmen Bill Byrne, Boston; Wayne Crawford, Stamford, Conn.; Dave Livingston, Richmond, Va., and Hunter Farnsworth, Greensboro, N. C.

### News Notes . . .

Sheaffer quality is now being combined with a touch of history from the life of Abraham Lincoln.

Special Snorkel desk sets now being crafted for the Lincoln Historical Associates, Springfield, Ill., contain a genuine section of original brick from Lincoln's home in Springfield. The bricks were acquired in 1954 during renovation of the home by the State of Illinois. The best segments of them have been treated with a preservative for mounting on the desk base.

Vice-President Nixon is among the well-known personalities who have become owners of the special Sheaffer sets.

\* \* \*

Teams from Pen Point led in both the men's and women's employee bowling leagues last month.

In individual statistics, Bob Consbrock was showing the way in men's action with the high average, 177, the high series, 591, and the high game, 246. In the women's loop, Lorena Wilcox had the top average, 184, the high series, 636, and the high game, 266.

\* \* \*

A report from Quality Assurance shows that a record 90,256,733 Skrip cartridges were submitted for inspection during 1959.

For statistically minded employees, these are enough to reach 2,934.4 miles—or from New York to Los Angeles with 59.4 miles left over. They contain enough ink to pen about 500 billion words, give or take a few. If you want to go a step further, that's equal to over 2 million copies of "Gone With The Wind."

A lot of cartridges, however you look at it.

\* \* \*

After testing various methods, the Marketing Division has announced that it is entirely practical to personalize our "PFM" pens by initialing the clip. Dealers are now being alerted to this exclusive sales feature.

\* \* \*

When Butch Bartlett (Pen Point) observed his 40th service anniversary last month, a check of personnel records showed that he has compiled an outstanding absentee record. Since 1944 (the first year for which records are available), he has missed only 128 of approximately 30,080 scheduled hours—a percentage of .004. (The average for all employees over the years is a still excellent 2½ per cent).

## International News . . .

### Maico Division

#### Formed in Australia

Our Australian subsidiary has completed organization of a Maico Hearing Aid Division, with production and distribution facilities now established. Maico is the first transistor hearing aid to be produced for the Australian market, and formation of the new division provides sound diversification for the Australian company. Distribution facilities include representatives and offices in all major metropolitan areas.

#### Over 44,500 Enter Handwriting Contest In Australia

Our Australian subsidiary this winter was co-sponsor of a highly successful handwriting competition for Australian students.

Promoted with the cooperation of the Vacuum Oil Co., the nation-wide contest drew over 44,500 entries. It was called the "Sheaffer-Mobilgas Handwriting Award." Because of the great interest shown by Australian schools, it is now planned to conduct the competition annually.

The grand prize of 500 pounds (\$1,120) and a 14-k gold Sheaffer desk set was presented to the winning student on a Melbourne television show January 29.

## George Beck Retires . . .

### Veteran Executive Began as Bookkeeper

In November, 1919, the W. A. Sheaffer Pen Co. was in its sixth year. It had moved from its original location on the third floor of the Hesse building to a larger plant at Fourth and Avenue H.

On the 19th of that November the young company hired a new bookkeeper. It seemed a routine event at the time, but it was to have a vital bearing on the company's future growth.

The new bookkeeper was 22-year-old George A. Beck, now vice-chairman of the board, who retires this month after over 40 years as a key figure in the management of our company.

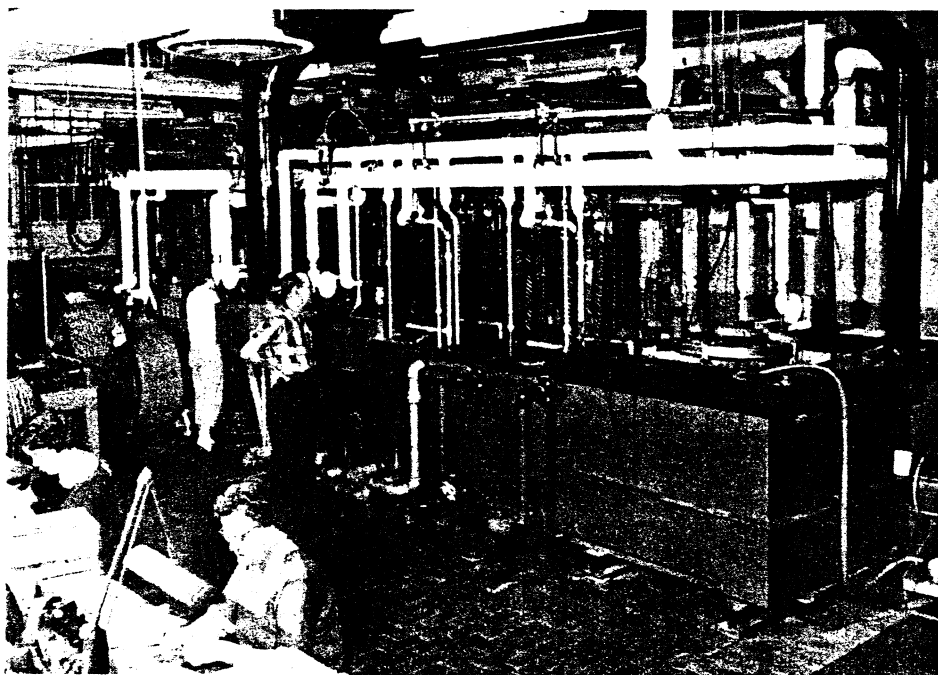
Mr. Beck's supervisory ability quickly caught the eye of his superiors. He won steady promotions—to head bookkeeper, to office manager, to vice-president. In 1946, he was made executive vice-president, a position he held until being named to his present post in 1957. He has been a director since 1933 and will remain a member of the board, as well as serving as a special management consultant.



Mr. Beck's special field has been finance, and he is now chairman of the finance committee. He was a central figure in the programs and methods improvements which saw our company expand to its present world-wide operations, and he has devoted particular attention to employee profit-sharing plans, in which our company was a pioneer.

In the words of Chairman C. R. Sheaffer, "Mr. Beck has contributed immeasurably to the success of our company. He deserves, and has, the sincere gratitude of all of his associates."

## New Machines Improve Plating, Ballpoint Operations



Production capacity in our Plating and Ballpoint Departments was increased last month with the installation of new automatic machines.

A chrome and nickel unit for plating pen caps (pictured at left) has a capacity of 5,310 pieces an hour. Caps are carried through the plating cycle on 30 hangers, each of which holds 88 caps. The caps go through 30 processing stations in completing a cycle, which takes a half hour. Three operators are used to load the hangers and to unload them at the end of a cycle.

The cost was about \$39,000.

The employees are (seated) Neva Houghton, left, and Mae Wells, and (standing, left to right) Kathleen Siegrist, Donna Newman and Vincil Mead.

The ballpoint machine automatically processes the complete ball and tip assembly for our ballpoint pens. It performs 36 operations, assembles over 3,000 units an hour and automatically stops when parts do not meet specific requirements. Manufactured in Switzerland, the machine cost about \$22,000.

## Sales Promotion Firm Now Handling Sheaffer Products



OUR complete line of writing instruments is now available to premium users through the E. G. Bentley Co., well-known sales promotion firm with offices in Chicago and New York. In announcing our association with the Bentley Company, Specialty Sales Manager Hugh Green (right) pointed out that the firm has broad experience in setting up complete promotional plans for industry, including the use of quality products as premiums. "This is an important step in our new program to effectively serve premium users," he said.

With Hugh are E. G. Bentley (left) and Rudy Hotarek, partners in the Bentley Company and our field representatives for premium sales.

## Retirees . . .

### Eleven Have 302 Years of Service

(From Page 3)

**MARIE CROSS**—Marie joined the company in July, 1936, and she lists our new plant as the biggest change she's seen over the years. Her most interesting experience as an employee was "working at the war plant during World War II." After retirement, Marie says "I am going to take my time, doing the things I want to do."



**URAL LEWIS**—Ural has been on leave of absence since December because of illness, and he has the Review's best wishes for a speedy recovery. His future plans include working with his son on their 80-acre farm near Donnellson. He joined the company in October, 1942.



**KATHERINE MALINE**—Katherine says she intends to travel after retirement, "and one trip I hope to make is to Paris." An employee since May, 1943, Katherine says "new machinery, more speed and new faces" are the biggest changes she's noticed. Her most interesting experience was being a member of the WASPCO Council. She has been in the Skrip Department throughout her length of service.



**GRACE LEMMON**—Grace began her service at the employee clubhouse and then was transferred to the cafeteria when it was opened in 1952. She has prepared the delicious salads served daily in the cafeteria. After retirement, Grace says "I'm going to enjoy some travel and my home." She says the new plant, and particularly the modern cafeteria, are the biggest changes she's seen. Her most interesting experience has been "watching my savings grow in the profit-sharing trust fund."



**BILL SCHROEDER**—Bill has been a guard and watchman since joining the company in 1947. After retirement, he says he will devote more time to his hobby of fishing. And he plans to take a trip next summer. Automatic machines are the biggest change he's seen, and moving into our new plant ranks as the most interesting experience.

## Maico Report . . .

### New Hearing Aids Introduced

Three new hearing-aid products were introduced by Maico in January at sales meetings held in Miami and Las Vegas. The meetings were attended by 240 Maico dealers.

New products include the seven-transistor Model AL hearing aid, "Super-Sixty" hearing glasses and "Whisper-Lite Hear Rings," an exclusive Maico fashion accessory which provide an attractive way to conceal the use of all makes and models of hearing aids.

The Model AL combines small size with powerful amplification and can be worn either on the body or in the hair. A colorless plastic tube carries sound to the ear mold.

The "Super-Sixty" hearing glasses were designed to help those with greater degrees of hearing loss. They can take care of almost 80 per cent of all losses.

The "hear rings" resulted from a new ear ring design created by a San Francisco jewelry designer, Fresen of California. They are affixed to the ear

by a tiny plastic mold, which conforms to the contours of the ear and fits comfortably into it, thus eliminating the need for screws or clasps. This brings the ear ring higher than when it is clamped to the lobe, concealing much of the ear.

Maico obtained patent rights for this mold for use by the hard-of-hearing. This exclusive Maico product can be worn with any hearing aid of all manufacturers.

A large scale Maico advertising program will be launched with a full-page, four-color ad in the March 15 issue of *Vogue* on the new "hear-rings." It will be followed with a full-page, color ad in the April issue of *Coronet* on the over-all Maico product story and by dealer ads in regional issues of *TV Guide*.

In addition, Maico products will be advertised on 198 stations of the nationwide CBS radio network. The spot advertisements will be given by screen and TV star Burgess Meredith in and around top network shows.

### Four Winning Salesmen and Wives Visit N. Y.



NEW YORK'S fine eating places were a natural attraction for four salesmen and their wives during a recent expense-paid visit to Manhattan. As reported in last month's *Review*, the four won the trips to New York in a contest for all sales personnel. Left to right are Charley and Viola Beard; Mary and Bob Sullivan; Mrs. Lou Sullivan of the New York office; Jack and Helen Clark; and Harriet and Russ Okerstrom.

## The Question Box

QUESTION: "What do you think will be the most important news event in 1960?"



MILDRED BARNES, File — Unless something unforeseen happens, I think the presidential election will be the most important.



DON DELANEY, Pen Point—The most important news event as far as we are concerned here in America will be the presidential election.



FORREST WHITE, Research—Naturally, national politics will be of prime importance, but the summit meeting of the leaders of the United States, Great Britain, France and Russia this spring might easily be the most important news event.



ALICE RASMUSEN, International—The presidential election, because I prize the liberties and privileges of a democracy.



KEN MILTON, Tool Room—It may not be the most important, but the conventions and election will be covered best. I'd like a disarmament program to be the high light of the year.



KARLENE KURTZ, I.B.M. — Foremost in the headlines will be the election for President and the forthcoming summit meeting.

W. A. SHEAFFER PEN COMPANY  
 301 Avenue H  
 Ft. Madison, Iowa  
 Return Postage Guaranteed

M. Madine Cochran  
 1323 Ave. D  
 Ft. Madison, Iowa

Bulk Rate  
 U.S. POSTAGE  
**PAID**  
 Ft. Madison, Iowa  
 PERMIT No. 12

## Plant Safety . . .

### New Resuscitator Kits Installed



NEW mouth to mask resuscitator kits have been placed in central locations in our Fort Madison plants to provide for quick application of artificial respiration in case of emergency. Ted Wentz, plant protection supervisor, has been conducting instruction classes for fire squad members and supervisory personnel. In the picture above, he is explaining use of the kits to (from the left) Vincil Mead, Maurice Weaver, Harry Dusenberry, Wilfred Beckert and Miles Shields.

## Sheaffer Good Neighbors . . .



Another in the series of sketches outlining the civic activities of employees.

Jim Yeast, technical accounting supervisor, is actively engaged in Fort Madison's governmental affairs

as councilman-at-large, mayor pro tempore and chairman of the finance and police committees.

He is a member of the chamber of commerce and has served on the chamber's civil defense committee.

Jim is an enthusiastic amateur radio operator and a member of the Mississippi Valley Amateur Radio Club and the American Radio Relay League. Several years ago, he participated in the statewide civil defense communications drill.

Aside from radio, Jim's hobbies include golf, hunting and fishing, and reading. He has been an employee for 14 years. He and Mrs. Yeast (Betty) are the parents of five boys and two girls.

## Service Anniversaries

### — 25 YEARS —

Joy Mehmert . . . . . Shipping  
 G. E. Mekemson . . . . . Personnel

### — 15 YEARS —

Jewell Glasscock . . . . . Plastic Fab  
 Velma Glasscock . . . . . Plastic Fab  
 Marjorie Looney . . . . . Molding

### — 10 YEARS —

Mel Blessen . . . . . Salesman

### — 5 YEARS —

Jac Colvin . . . . . Marketing  
 Evelyn Tucker . . . . . Metal Fab

## Safety Committees . . .

### Recommendations Increase in '59

During 1959, 31 per cent more safety recommendations were received and acted upon than in the previous year, according to a report from Safety Director Chet Sloan.

The recommendations came from department safety committeemen, and Chet emphasized that "this increased enthusiasm on the part of employees is very beneficial for the company's safety record, since it is in the area of employee participation where the greatest contribution to plant safety is achieved." (As reported in the January Review, our 1959 safety record was again much better than the national average for our type of industry).

The report showed that 1,069 recommendations were received in 1959, compared to 817 the year before. It was possible to take corrective action in 955 instances during 1959.

## New Photo Lab Set

Pilot Line has been moved from its quarters in the second floor office section to the tool room on the second floor of the factory. A new darkroom and photographic lab have been located in a section of Pilot Line's former area.